

NESEA BOD Meeting

10/3/2018

In-Person Meeting

Johnson Controls

Participating

Michael Bruss

Lauren Brust Moss

Saheel Chandrani

Paul Eldrenkamp

Jenna Ide

Phil Kaplan

Rob Meyers

Fortunat Mueller

Rick Renner

John Skipper

Ben Southworth

Others Participating

Jennifer Marrassese

Not Participating

Martine Dion

Agenda

10:08am Meeting brought to order.

Review and Approval of Meeting Minutes

Meeting minutes were approved with the correction of May 18, 2018 retreat minutes to reflect that Jenna Ide abstained from the vote on the budget.

Nominating Committee

The Committee has lined up 5 new candidates for the Board in the upcoming election as well as other candidates to create a longer-term “bench.” Andrew Webster, Rachel White, Nancy Ludwig, Betsy Glynn and Jennifer Kearney have all confirmed their interest and submitted statements of interest for the election. Jenna will update the diversity matrix to reflect the new board composition.

All new board members will be invited to December 2018 meeting in Greenfield, MA.

ED Report

NESEA Board Retreat will tentatively be moved to May 16-17, 2019, assuming that new Board members are available then.

A) Building Energy NYC Update

Currently, 496 registrants. Exhibitors and Sponsorships are close to estimates while registration is lower than years past. This is approximately \$35,000 less than expected. Budgets have been adjusted to reduce catering costs. In order to make up for the shortfall, Steve Silverman will facilitate a new BEBL group.

There is one fewer week of ticket sales because of moving the conference up one week, to avoid Columbus Day. With regards to marketing, no tracking code that is specific to source of attendee.

Board retreat suggested making a year-round presence in New York City. This has not been demonstrated yet so the results are not clear.

B) Boston Conference

In the planning of the conference, there is a suggestion to reduce tracks at the conference in order to reduce overhead costs. That is being evaluated for actual dollar savings and will be presented at December Board meeting. Pre-printing badges will happen as well to save onsite registration costs of \$5-\$7000.

C) General Update - Weekly meetings happening to review cashflow.

Board Discussion Regarding Future Planning

Big Picture Planning

- 1) Understand Trends of Past Three Years
 - a. Losses - \$70,000 loss each year
 - i. Conferences not generating as much revenue
 - b. Capacity Campaign impact
 - c. Reducing Expenses
- 2) Why are we losing money?
- 3) Understand larger forces at work (technological changes and diversification in all areas)
 - a. Competitors with different goals
 - b. Conferences are getting smaller
 - c. Content more marketable
- 4) What significant changes can we make to increase revenue?
- 5) How can we increase revenue opportunities within the same event?
- 6) What is a viable size for NESEA staff?
- 7) Does NY need NESEA? (We need NY – boots on the ground)
- 8) Are sponsored meetings okay?
- 9) Pros/Cons for content curation process

Is NESEA losing attendees to other conferences? The competing conferences are not designed to make money, they are designed to promote their programs.

What does NESEA offer that no other organization offers? (Qualities)

- BEBL
- Programming that's not offered by the marketplace
- More holistic experience (but in a fragmented way)
 - o Should conferences change to more BEBL structure
- Forward-looking

- Pro Tours
- Not always trying to sell you
- Appeals to the most passionate 1% of the industry but with a large influence
- Content curation rigor
- Projective, Seeking, Looking beyond, never satisfied
- Community
- Learning and growing
- Focus on what needs to be done
- Attracts the most generous, creative, talented practitioners

Strategic Plan –

- 1) Clear and transparent content curation process
 - a. Simplify
 - b. Small group reaches out to seminal thinkers in community
 - c. Future of our industry
 - d. Out of money
- 2) Deepen C&I (in NY area – It is the important area but a different level of sophistication and offering)
- 3) EPs and Diversity
- 4) Volunteers and Membership
- 5) Geographic expansion

Do we need to re-prioritize C&I to be #1?

Next Steps:

- New York City plan
- Institutional is a focus
- What does the organization look like at \$1.4 million versus \$1 million dollars?
- Fundraising plan

Motion to adjourn by Rob and seconded by Rick.

Meeting adjourned at 1:04pm.

Minutes submitted by Lauren Brust Moss.